



O'NEILL-ADAMS & CO

1868

Established 43 Years

1911

6th Ave., 20th to 22d St.

We
Give
Surety
Stamps

Now Located on the Second Floor, Adams Building All Piece Goods

O'Neill Silks O'Neill Dress Goods O'Neill Wash Goods
O'Neill Linens O'Neill Blankets

Now Located on the Third Floor of the Adams Building All Ready-to-Wear Apparel

Women's and Misses' Suits Coats Furs Waists
Muslin Underwear Petticoats Corsets and kindred lines

All these lines will continue to be merchandised on the same high standard that made the O'Neill Store famous.

Reductions On Women's High Class Suits

Savings Run to 50 Per Cent. in Many Instances.

In their new enlarged Dept., Adams Building, Third Floor.

REMODELLING the store and shifting of departments are the causes of this extraordinary re-pricing—all the more unusual because of the completeness of the stock and the pressing need of offering values of a character to make this change of department location a long-to-be-remembered event.

The department has therefore prepared to open with brand new goods, hence

\$15 and \$20 Suits Are
Now \$10
\$26.50 to \$32.50 Suits Are
Now \$18
\$34.50 to \$40.00 Suits Are
Now \$19.75



Choicest Selections in Our Newly Enlarged Trimming Section

Adams Building, First Floor.

VARIETY of selection should cause you to survey this great and diversified assortment assembled at prices in keeping with the expansion policy of this great organization. The assortment includes Persian embroidered bands, also black and white, and white on black, gold, silver, antique, old silver, metal bands and edgings in all widths. In addition, black embroidered net bands with a complete line of gold, silver, jet, spangled and novelty bead bands.

Why Defer Buying Fine Furs and Fur Coats?

No Better Opportunity So Far As This Store Is Concerned.

In their new enlarged Dept., Adams Building, Third Floor.

LAST week it did not seem that further reductions would follow among the furs; yet this is a fact, and, as in the instance of the Women's Suits, removal of the department to the Adams Building is the incentive.

The following lowest prices are unmatched.

Women's 52-inch Caracul Coats 50 and 52 inches long
\$30.50 Coats at \$27.50
\$45.00 to \$40.50 Coats at \$38.50

Women's Russian Pony Skin Coats 50 and 52 inches long

\$30.50 to \$27.50 Coats at \$28.50
\$47.50 to \$35 Coats at \$35

Important Values in Small Furs

Mink Muffs, \$20.50, \$30.50, \$40.50
and \$50.50
Mink Scarfs, \$15, \$10.50, \$25,
\$20.50 and \$30.50

All other Furs and Fur Garments reduced.



Last Two Days January Furniture Sale

10 to 50% Reductions

On \$500,000 Worth of Merchandise

THE Best Furniture to be obtained, and offered to you on the most favorable terms—equal to cash—by your simply taking advantage of our Club Payment plan—a little down and a little each week at your convenience.

Notice in Reference to Medallion Portraits

ON Saturday, February 4th, we shall discontinue the giving of the medallion portraits. We request our customers who have medallion vouchers to bring them in during the current week. In place of the medallions, we will give our customers hand finished oval convex portraits with purchases of \$5.00, on the same conditions as prevailed in connection with the medallions.

BRANCH OFFICES

THE SUN

Daily Sunday
Evening

ADVERTISEMENTS
and subscriptions may
be left at these offices, where
the rates are the same as
those charged at main office.

New York City—Wall Street Men may
leave subscriptions and advertisements
at the Wall Street office, 25 Broad Street,
Telephone 2200. Beckman, 1364 Broad-
way, near 37th Street. Tel. 2901.
George H. Alcorn, Eastern Representa-
tive, 405 Tribune Building. Tel. 2901.
Brooklyn—106 Livingston St., near Court
Street.
Boston, Mass.—Room 20, Globe Bldg.,
Washington St.—T. P. Harrison.
Chicago, Ill.—1002-1004 Tribune Bldg.—
Guy S. Osborn.
Atlantic City, N. J.—Walter E. Edge.
London, England—Dorland Special Agen-
cy, 3 Regent St.

SAVE TIME

Use a
BLUE TRANSFER CARD
No need to WAIT for change. All
purchases in one package. Ready
to take when you pay at TRANS-
FER DESK

R.H. Macy & Co.'s Attractions Are Their Low Prices.
Macy's
34th to 35th St.
B'way at 6th Av.

CROWDED OUT:

Women's Suits, Coats, Dresses,
Misses' Suits, Blouses and Shirt
Waists, Millinery, Gloves, Em-
broided Robes, Sheets and Pillow
Cases, "Straps" Cut Glass, Grocer-
ies and a list of 20 Attractive
"Specials" for Tuesday.

14,400 PAIRS FINEST SILK HOSE

For Men and Women—Lowest Prices of the Winter

Never before to
our knowledge
have Silk Hose
been offered in
New York at
lower prices.

We could go on telling why the manufac-
turer stood such a great loss, but our limited
space forbids.

The quality is absolutely the finest pure
ingrain thread silk hose (not spun silk or
other inferior grades frequently offered in

other sales); full fashioned and strictly first
quality. These 14,400 pairs are practically
all our regular numbers, of which we sell
quantities every day.

The assortment is so large that you may
select almost any shade, color, size, style
and weight you desire.

WOMEN'S SILK HOSE

Sold elsewhere at \$1.00 and \$1.35;
Our regular prices 94c and \$1.19

Sale
Price 68c

Pure Ingrain Thread Silk, silk or cotton soles and tops;
some with deep welt tops. Colors: black, white, sky
blue, pink, tan, and other evening shades.

WOMEN'S SILK HOSE

Sold elsewhere at \$1.50 and \$2.25;
Our regular prices \$1.39 and \$1.89

Sale
Price 87c

Pure Ingrain Thread Silk, light and medium weight,
all silk top, welt top, with silk or cotton soles, also
hemmed silk top. Colors: black, white, tan, bronze,
smoke, sky blue, pink and other shades.

MEN'S SILK HOSE

Sold elsewhere at \$1.50 and \$1.75;
Our regular prices \$1.39 and \$1.59

Sale
Price 87c

Pure Ingrain Thread Silk, medium and light weight,
silk or cotton soles, silk top, extra spliced toe, heel and
sole. Colors: black, gray, navy and other colors.

MEN'S SILK HOSE

Sold elsewhere at \$1.00 and \$1.15;
Our regular price 94c

Sale
Price 68c

Pure Ingrain Thread Silk, full fashioned foot, extra
spliced cotton heel, sole and toe; silk or lisle ribbed top,
medium weight. Colors: black and navy, burgundy,
red, gray, slate and other shades.

WOMEN'S FINE FURS

At Still Greater Savings

We have had a remarkable sale, one of the most successful in our
history. For a \$100,000.00 purchase will not sell out in a few
weeks. Many houses would consider it a good business for their
entire season.

In a word, we still have a good assortment—however in many
cases only one piece of a kind—and to move them along in a
hurry we have just made sharp reductions on every piece,
as all must be closed out.

Buying Furs—fire furs—is like buying diamonds, they are so
staple. Surely a good investment at these prices.

Fur Coats of Various Lengths

	Regularly	Sale
White Coats, 45-inch; Pelgian hare trimmed	\$74.75	\$24.74
French Seal Coats (Coney), 42 inches long	63.75	39.74
Pony Coats, 52 inches long	98.75	59.75
Moire Pony Coats, 52 inches long	169.00	84.75
Hudson Seal Coat, 45 inches long	264.00	124.00
Persian Coat, 36-inch (size 38)	296.00	139.00
Imported Marmot Coat, 45 inches long	296.00	159.00
Imported Hudson Seal Coat, 54-inch	424.00	289.00
Persian Lamb Coat, Eastern mink shawl, collar and cuffs	674.00	449.00
Imported Baby Karakul Coat, 54 inches long	849.00	549.00

Neckpieces and Muffs

	Regularly	Sale
Hudson Seal Shawl	\$36.74	\$17.74
Muff to match	37.74	12.74
Natural Raccoon Scarf	49.74	24.74
Muff to match	49.74	24.74
White Fox Stole	82.75	37.74
Muff to match	74.75	36.74
Pointed Fox Scarf	112.00	49.74
Muff to match	84.75	39.74
Natural Skunk Mantle	159.00	79.75
Muff to match	89.75	44.74
Eastern Mink Scarf	149.00	69.75
Muff to match	149.00	69.75
Eastern Mink Stole	309.00	149.00
Muff to match	224.00	98.75

\$3.49
Caracul Head
Sets of Scarf and
Flat Muff.

\$5.49
Persian Paw Sets
of Tie and Pillow
Muff.

\$15.74
Skunk and Blue
Opossum Sets of
Broad Shawl and
Pillow Muff.

MACY'S JANUARY WHITE SALE

Offers this week special values in Domestic Underwear
that have not been approached by any other store in
New York. All the styles are new, trimmed with new
laces and embroideries, and prettily finished with
ribbon.

Nightgowns, at 99c, \$1.29, \$1.59, \$1.98, \$2.39 to \$5.39
Chemises, at 79c, 99c, \$1.29, \$1.49 to \$7.94
Drawers, at 79c, 99c, \$1.29, \$1.79, \$2.39 to \$4.69
Combinations, at 99c, \$1.29, \$1.59, \$1.98, \$2.39 to \$8.94
Corset Covers, at 69c, 79c, 99c, \$1.29 to \$2.97
Petticoats, at 99c, \$1.49, \$1.98, \$2.39, \$2.97 to \$11.89

**Handmade Lingerie from France, Austria and the Madeira
Islands**, attractively priced, from Corset Covers at \$1.59 at
one end of the scale to a \$114.50 Nightgown at the other.

SILK PETTICOAT SPECIALS

Each of these Petticoats is accompanied by
our personal guarantee covering three months
from the date of purchase, so that if the silk should
crack or split otherwise than from alterations, tearing or
wear on the bottom ruffle, we will replace the petticoat
with a new one of like value.

\$2.97 for \$4.25 Taffeta Petticoats, in black and all colors,
finished with sectional tucked ruffles over percaline dust ruffle.

\$3.29 for \$4.25 Black Taffeta Petticoats, extra size,
tucked sectional flounce over percaline underlay.

\$3.79 for \$5.25 Taffeta Petticoats, in plain and two-toned
Spring shades, with either a deep tailored flounce and six circular
ruffles or deep pleating and sectional ruffles trimmed with tucking.

\$4.96 for \$8.00 Taffeta Petticoats, black, staple and new
shades; deep accordion-pleated flounce above sectional ruffle,
banded with rows of quilting.

\$5.89 for \$9.50 Taffeta Petticoats, black, staple and new
shades; French ruffle, with footing of pinked ruffles; deep silk
underlay and dust ruffle.

Imported Surah Silk Petticoats at \$22.49; Chiffon and Lace
Petticoats at \$22.89; tucked Chiffon Petticoats, designed to be
worn with narrow skirts, \$40.49, all at substantially less than
prices charged for similar Petticoats elsewhere.

HOUSEFURNISHING SPECIALS

El-an-Ge Enamel Ware

Tea Kettles, No. 7; our regular price 49c; at 39c
Dish Pans, 14 quart; our regular price 44c; at 29c
Milk or Rice Boilers, No. 53; our regular
price 52c; at 39c
Ham Boilers, enamelled covers; our regular
price \$1.36; at 97c
Berlin Sauce Pans, No. 4; regular 28c; at 21c
Berlin Sauce Pans, No. 6; regular 37c; at 29c
Berlin Sauce Pans, No. 8; regular 44c; at 34c
Lipped Sauce Pans, No. 20; regular 15c; at 11c
Coffee Pots, No. 21; regular 29c; at 24c

THE ORIGINAL
LARGEST AND
BEST HOUSE-
FURNISHING
DEPARTMENT
IN NEW YORK
We carry no
"seconds" in kit-
chen utensils be-
cause they are
dangerous to the
health; but we sell
"firsts" in larger
variety and at
lower prices than
anywhere else
you can obtain
them elsewhere.

"Wear-ever" Aluminum

Kitchenware
Berlin Sauce Pans, with covers; regu-
lar \$1.02; at 54c
Lipped Sauce Pans, 33c to 70c
Berlin Sauce Pans, 58c to \$1.37
Shallow Stew Pans, 41c, 58c, 83c
Tea Kettles, \$2.89, \$3.07
Rice Boilers, \$1.19, \$1.52, \$1.81
Lipped Fry Pans, 52c, 60c, 83c
Pudding Pans, 37c, 44c, 66c, 73c
Jelly Cake Pans, 29c, 44c
Muffin Pans, 6 cups, 62c; 9 cups, 87c;
12 cups, \$1.19
Pie Plates, 22c, 26c, 33c
Preserving Kettles, 88c to \$1.77
Griddle Cake Covers, 37c, 44c, 52c
Tea Steepers, 73c
Milk Shakers, 70c
Roasting Pans, 87c, \$1.02, \$1.16

Woodenware

Hardwood Curtain Frames, centre
brace; regular 90c; at 72c
Folding Ironing Tables, 5 foot long;
regular \$1.00; at 84c
Family Clothes Wringers, 11 inch
rollers; regular \$3.24; at \$2.30
Folding Step Ladder Chairs; regular
\$1.29; at 97c
Mission Wood Blacking Cases; regu-
lar 87c; at 69c
Oak Medicine Cabinets, with mirror;
regular \$2.17; at \$1.66
Pantry Boards, 14x20 inches; regular
price 26c; at 22c
Family Wash Boards, full size; regu-
lar price 32c; at 26c
Hardwood Clothes Pins, per 100; regu-
lar price 12c; at 9c
Mission Wood Umbrella Stands,
special at \$1.98
Hat and Coat Racks, 4 hooks; at 40c
Dish Drainers; at 24c
Hardwood Bosom Boards; at 19c
Kitchen Towel Rollers; at 9c

Miscellaneous

Dust Brushes, regular 21c; at 17c
Floor Brushes, regular 60c; at 54c
Floor Brooms, regular 90c; at 84c

Miscellaneous

Oval Willow Clothes Baskets, 28x19
inches; regular 60c; at 54c
Dry Mops, regular 73c; at 61c
Wool Wall Dusters, 5 foot handle; regu-
lar 73c; at 59c
Kitchen Memos; regular 10c; at 7c
Towel Paper, 1,000 sheets; regular 7c;
at 5c
Floor Brooms, regular 40c; at 28c
Galvanized Iron Garbage Cans, with
covers; regular 30c; at 28c
Galvanized Iron Ash Cans, with
covers; regular \$1.40; at 92c
Galvanized Wash Pails, 14 quart size;
regular 19c; at 14c
Bestine Cleaning Powder; regular
price 4c; at 3c
Wooden Water Pails, painted 3 hoops;
reg. 2c; at 1c
Oak Blacking Cases, carpet iron
special at \$1.37
Mission Wood Foot Stools, leather or
tapestry tops; at \$1.81
Electric Irons, 6 lb weight, cord and
plug; at \$6.24
Nickel Plated Wine Coolers;
at \$1.39
Chaffing Dishes, nickel or copper
with patent lamp; at \$4.49
Hot Water Plates; at \$1.27
Aluminum Tea or Coffee Balls;
special at 17c
Carving Sets, 3-piece, stag handles;
special at \$2.31
Carving Sets, 2-piece, horn handles;
special at \$1.69
Gem Vegetable Peelers, at 24c
Milk Shakers, nickel plated; at 94c
Milk Pasteurizers, 6 bottles; regu-
lar price special at \$1.79
Nickel Serving Trays; at 57c
Children's Decorated Trays; at 37c
Oak Inlaid Trays; at \$1.59
Folding Card Tables; at \$2.89
**"Macy's Red Star" Chloride of
Lime**, package; at 8c
"Macy's Red Star" Borax; at 10c
Macy's Sea Foam Washing Powder,
1-lb. package; at 15c

OUR ANNUAL FEBRUARY FURNITURE SALE

Will Start Monday, February Sixth

Wait for it! Months of unparalleled preparations by us will give you as good values
as you ever got anywhere. Don't buy Furniture until you've seen our offerings.